EXPRESSION OF INTEREST (EoI)

APPOINTMENT OF PANEL ADVERTISING AGENCIES

IGNITE/EOI-ADAGENCIES/2023-24/0020/PROC.

Ignite National Technology Fund
Ministry of Information Technology & Telecom
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Ignite National Technology Fund

1. **Background:**

   Ignite, hereafter referred to as the "Company" has been incorporated with the Securities and Exchange Commission of Pakistan (SECP) under Section 42 of the Companies Act, 2017 (Former Companies Ordinance 1984) by the Ministry of IT & Telecom, Government of Pakistan. The Company is mandated to fund research and development in Information and Communication Technology (ICT), and its commercialization, with the mission to transform Pakistan's economy into knowledge-based economy. Further information about the Company is available at *www.ignite.org.pk*.

2. **Our Core Activities:**

   a. **Tech Innovation Grants**: Solving meaningful problems and availing opportunities with Fourth Industrial Revolution (4IR) Tech.

   b. **National Incubation Centers (NIC) Program:** Accelerating entrepreneurial eco system by nurturing startups and engaging them with investors and corporations.

   c. **DigiSkills.pk/Digiskills.pk 2.0 Program:** Creating a populace that is learning continuously with initiative.

   d. **National Grassroots ICT Research Initiative (NGIRI) - FYP Fund:** Igniting university innovation and providing final year students with hands-on skills.

   e. **Digital Pakistan Cybersecurity Hackathon:** The "Digital Pakistan Cybersecurity Hackathon" is a competition that focuses on identifying and nurturing talent in the field of cybersecurity within Pakistan.

   f. **Speed Programming Competition:** A provincial competition in which teams of Startups, Computer Science/Engineering Students, Professionals (beginners, mid careers) and Freelancers from Baluchistan compete against each other to solve programming assignments in a prescribed time span.

3. **Tech Innovation Grants**:

   Through Tech Innovation Grants/SEED Fund, Ignite funds startups and innovative projects that utilize 4th Industrial Wave Tech to solve local problems and target global opportunities in health, education, agriculture, energy, telecom, finance, security and other verticals.

   Ignite has funded a diverse range of technical R&D projects within the ICT spectrum since its inception. Under these funded projects, individuals including professional engineers, researchers, software developers, project managers, finance and accounts professionals, undergraduate and graduate students are being trained to perform state-of-the-art R&D activities in their respective fields. Our priority areas include:

a. 3D / 4D Printing
b. Augmented / Virtual Reality
c. Big Data, Artificial Intelligence
d. Blockchain
e. Cloud
f. Neurotech
g. Robotics
h. Shared economy
i. The Internet of Things
j. Wearables, Implantable

4. **National Incubation Centers (NIC) Program**

The Government of Pakistan (GoP) has outlined a vision of accelerated digitization and transformation of Pakistan into a knowledge-based economy to spur economic growth through innovation and entrepreneurship. Keeping in mind the critical role played by startups in economic growth, job creation, financial inclusion, reducing the income divide and building a knowledge economy, Ignite, under the auspices of Ministry of IT & Telecom, launched a program to build a network of National Incubation Centers (NIC) in the Federal Capital and all Provincial Capitals.

The key objective of this program is to facilitate talented entrepreneurs and provide them all with necessary support to transform their innovative ideas into sustainable businesses. NICs facilitate and provide all the key support required by startups to succeed, including mentorship and networking by leading entrepreneurs, corporate chieftains, top professionals, investors and global entrepreneurial organizations through numerous events and meet-ups. Other key facilities provided to startups include rent-free office space, high speed broadband Internet, makers lab, usability labs, fintech lab, design thinking lab, AI R&D centers, and a host of other shared facilities.

Currently, the network of eight NICs (Islamabad, Lahore, Peshawar, Karachi, Hyderabad, Quetta, Faisalabad, and Rawalpindi) houses 1480+ promising startups. Since 2017, around 800+ plus startups have graduated from these spaces, have already committed investments of around $ 82.17 Million, and have also generated revenue of $. 57.14 billion approximately, which makes them a very attractive space for all national and international investors. For further details, please visit: **https://ignite.org.pk/nic/**

5. **DigiSkills.pk & Digiskills.pk 2.0 -** *Digital Skills Training Program for Freelancing*

Aiming towards poverty alleviation, financial inclusion, and women empowerment, Digiskills.pk is an online training platform of Ignite that was launched in March, 2018 for freelancers. Digiskills is Pakistan's largest online training program. Due to the

overwhelming success of the DigiSkills.pk training program, DigiSkills.pk 2.0 was launched in January 2022 with the objective of providing the youth, freelancers, students, professionals, etc. with the knowledge, skills, tools, and techniques necessary to take advantage of international and local online job markets. This program not only enhances specialized skills, but also provides knowledge about various freelancing and employment opportunities, as well as entrepreneurial opportunities both internationally and locally. In the face of limited employment prospects, it is crucial for the future workforce to have the necessary knowledge and skills to seize these opportunities. Till date overall number of trainings that DigiSkills.pk has conducted are more than 4.26 million. The total trainees comprise 72% males and 28% females. The number of overseas Pakistanis trained in the program is more than 45,430. Furthermore, Digiskills.pk freelancers have earned $827 Million till Dec-22.

The program aims to increase:
      a. Number of individuals working as freelancers in the country
      b. Number of hours worked per freelancer
      c. Earnings per hour or per project for freelancers
      d. Household incomes
      e. Financial inclusion
      f. IT exports
      g. Number of experts in specialized skills

Following courses are being offered in DigiSkills.pk 2.0 to enhance the freelancing skills of the freelancing community:
      a. Digital Literacy
      b. Digital Marketing
      c. SEO (Search Engine Optimization)
      d. AutoCAD
      e. WordPress
      f. QuickBooks
      g. Graphics Design
      h. Creative Writing
      i. E-Commerce Management
      j. Freelancing Module
      k. Video Editing,
      l. Animation & Vlogging,
      m. Affiliate Marketing,
      n. Data Analytics & Business Intelligence,
      o. Communication & Soft Skills, and Virtual Assistant.

For further details, visit: **https://digiskills.pk/**

6. **National Grassroots ICT Research Initiative (NGIRI) - FYP Fund**
   This program is being rolled out since 2012. It aims to promote R&D and Innovation at the grassroots level by providing financial support to selected Final Year Projects (FYP) of undergraduate students, enrolled in ICT-related disciplines of public and private sector institutions.

   Since inception 24,147 FYPs submitted, 17,115 Final Year Projects have been funded, Rs. 390.68 Million FYP funding, 181 participating institutions and 11,000 + student beneficiaries. For details, please visit: **https://ignite.org.pk/national-grassroots-research-initiative/**

7. **Digital Pakistan Cybersecurity Hackathon:**
   The Digital Pakistan Cybersecurity Hackathon represents a pivotal and dynamic event at the forefront of Pakistan's digital landscape. In an era defined by unprecedented technological advancements and an increasingly interconnected world, the need for robust cybersecurity measures has never been more critical.

   Ignite organized Pakistan's first Cybersecurity Hackathon in 2021 followed by the 2nd and 3rd hackathons in 2022 & 2023 which has enhanced cybersecurity readiness, protection, and incident response capabilities of the country by conducting cyber drills in Capture the Flag (CTF) style in multiple cities. Digital Pakistan Cybersecurity Hackathon provided the opportunity to work cooperatively with others to obtain common goals in a game situation, promoted literacy and competencies in the cybersecurity area, helped in preparing teams to compete in International Competitions. Participants from across the nation engaged in intense competition, showcasing their expertise. Notably, the top three winning teams from last year's hackathon have already been granted international sponsorship. These teams secured their positions in the Black Hat MEA competition held in November 2023 at Riyadh, KSA. This achievement reflects the high caliber of our participants and the success of our ongoing initiatives.

   In Digital Pakistan Cybersecurity Hackathon 2024, we are expecting to engage 2500-3000 participants through training. The tentative venues will be Islamabad, Rawalpindi, Peshawar, Lahore, Faisalabad, Multan, Sukkur, Hyderabad, Karachi, Rahim Yar Khan, Sialkot, Gujranwala, Mirpur, Haripur and Quetta. Each training session will be comprised of 5 days (approx. 30 to 40 hours of engagement sessions) The Cybersecurity Hackathon will be a capture the flag (CTF) contest for cybersecurity experts organized in the form of a game, in which the participants will solve computer security problems. Typically, these competitions are team-based and attract a diverse range of participants, including students,

enthusiasts, and professionals. The duration of this competition will be 10 hours. The winning team or individual scoring the most points in the 1st round will be qualified for the final round of the competition. The qualifying rounds of this year's proposed hackathon will be held in six cities i.e., Karachi, Lahore, Peshawar, Multan, Quetta and Islamabad followed by grand finale in Islamabad. For details, please visit: **https://cyberhackathon.pk/**

HIGHLIGHTS 2021 – 2023

2979 Teams Registration	**89%** Male **11%** Female
50+ Talks / Workshops Organized	**3100+** People Attended Talks/Workshops

5000+ Talented Resources Identified

77 Teams Participated in Quiz Competitions

PKR 27M Cash Awards for the Winners

8. **Speed Programming Competition:**

The National Speed Programming Competition (NSPC) is an extra-curricular, competitive programming contest for students, professionals and startups. Whether it's a game or real-life, challenges exist everywhere. The brain teaser games not only help in becoming a good problem solver but also help in accepting the challenge and acquiring skills under pressure. For those who really enjoy solving complex problems and dealing with challenging things in life than jumping into programming is the best career option for them.

Ignite organized a speed programming contest for the Geeks of Balochistan on October 24-25, 2022. It was a provincial competition in which teams of Startups, Computer Science/Engineering Students, Professionals (beginners, mid-careers) and Freelancers from Balochistan competed against each other to solve programming assignments in a prescribed time span.

Speed Programming Competition (Challenging Geeks of Baluchistan) provided a platform for academia, industry, and the community to raise the aspirations of the next generation of computing professionals as they pursue excellence. The purpose of the competition is to identify and reward the programming talent of Baluchistan. The competition fostered creativity, teamwork, collaboration and innovation in building new software programs, and

enables students to test their ability to perform under pressure. A total of 86 teams had contested the preliminary online phase to qualify for the first round of the competition. After the online test, 24 best teams were selected for the final round held at National Incubation Center Quetta.

9. **Overview of Expression of Interest (EOI)**

In order to project and promote Ignite - National Technology Fund initiatives/programs, projects and activities *inter-alia* through 360-degree outreach campaigns utilizing Print, Electronic and Digital media platforms, the Company intends to appoint Advertising Agencies on its panel. Advertising agencies shall be selected through an open and transparent competition, in accordance with "Guidelines & Procedures" advertisement policy 2021 (as amended in year 2022).

10. **Submission of Profiles:**

The agencies desiring to participate should submit their profiles/portfolios to Manager Procurement - Ignite National Technology Fund on their letterhead along with documents in sealed envelope & **EPADs (eprocure.gov.pk)** as per deadline mentioned in advertisement.

The profile should include the following documents in the order given below:

a. Ownership status – Individual/Partnership/Company.
b. Names of Managers/ Owners/ CEO/ Directors/ Partners.
c. Name of Banks, Certificate of Financial position from bank, Copy of Annual Accounts, if any.
d. National Tax Number (NTN)
e. Sales Tax Registration
f. Membership with Pakistan Advertising Association (PAA)
g. All Pakistan Newspaper Society (APNS) – Accreditation Certificate/Date of Accreditation
h. Location of agency office/sub office, Number of branches
i. Area of operations / services offered - Number of similar Projects with ICT/Telecom Sector
j. Number of times suspended by APNS and suspension period, if any, during the last three years duly verified by APNS
k. Awards Won (if any)
l. Number of employees working in creative and marketing department along with their years of work experience.

11. **Terms & Conditions**

The advertising agencies intending to participate in the competition will be required to fulfill the following requirements and provide certificates/proof.

12. **Eligibility Criteria**
    a. Should be accredited/enlisted by PID.
    b. Registered with income tax and sales tax departments and must be on active tax payer list of Federal Board of Revenue (FBR).

13. **Short Listing:**

The advertising agencies will submit their creative/artwork (concepts and copies, sketches, preliminary designs, story boards and scripts). Short-listed agencies will be invited for a final presentation.

14. **Visit to Office Setup of Shortlisted Ad Agencies:**

As per "Guidelines & Procedures Advertisement Policy 2021 (as amended in year 2022)" of PID, short listed agencies offices shall be visited.

15. **Presentation:**

Each agency will be given the maximum time of 20 minutes for presentation and question/answer session. The presentation shall focus on the following details to be furnished by participating advertising agencies: -

    a. List of top five clients (showcase one outreach campaign carried out for one top client).
    b. Strategy and action plan for Ignite image building including creative artworks.
    c. **Media Mix** The presentation must include the following media mix:
        i. **Electronic:** TVC (15-20 seconds) with adaptations/Radio
        ii. **Print:** Advertisements (maximum 5 advertisements)
        iii. **Social/Digital Media:** Info graphics, animated GIFs and animation video.
        iv. **Promotional Material:** Brochures, Backdrop and Posters etc.

16. **Contact Information:** All correspondence on the subject may be addressed to the undersigned.

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